

Serial No. 09/763,144

Docket No.: 1522.1004

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strike through~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 3, 4 and 8, and CANCEL claims 1-2, 5-7, and 9-16, without prejudice or disclaimer, in accordance with the following:

1. (CANCELED) An advertising method, using a web browser, comprising:
detecting a moving state of a cursor on a display screen of the web browser when the web browser is being displayed;
displaying an advertising logo and/or phrase in an area of a command input box where at least one of a menu bar, a location bar, and/or a browser logo of the web browser are to be displayed when the cursor is detected to not be positioned in the area of the command input box; and
displaying the menu bar, tool bar, and/or location bar in the area of the command input box when the cursor is detected to be positioned in the area of the command input box.
2. (CANCELED) The advertising method of claim 1, wherein, upon a user of the web browser subscribing to an advertisement agency, a period of time consumed using the web browser, with an Internet connection, is measured in such a manner that the web browser informs the advertisement agency of an ID for the user and the period of time consumed using the web browser based on when the user initially uses the web browser to access the Internet connection and when the user completes use of the web browser to access the Internet connection, and the advertisement agency accumulates the period of time consumed using the web browser to access the Internet connection to determine a monthly pay amount to be provided to the user, in proportion to a total period of time the user has accessed the Internet connection.

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3. (CURRENTLY AMENDED) An advertising system, using a web browser, comprising:

a client PC;

a server; and

a network connecting the client PC and the server,

wherein the client PC comprises the web browser which detects a movement of a cursor displayed in a display screen on a monitor of the client PC, and, when the cursor is located in a text box of the web browser, the web browser displays an advertisement in an area of the display screen where at least one of a menu bar, tool bar, a location bar, and/or browser logo of the web browser are to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or browser logo,

wherein the server stores a plurality of advertisements and transmits at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals, and

wherein the advertisement is not displayed, but the at least one of the menu bar, tool bar, location bar, and/or browser logo are displayed when the cursor is located in the area of the display screen where the at least one of the menu bar, tool bar, location bar, and/or browser logo are to be displayed.

4. (CURRENTLY AMENDED) An advertising system, using a web browser, comprising:

a client PC;

a server,

a network connecting the client PC and the server, wherein the client PC comprises the web browser, connecting the client PC to the network; and

an auxiliary program, other than the web browser, which detects a movement of a cursor displayed in a display screen on a monitor of the client PC, and, when the cursor is located in a text box of the web browser, the auxiliary program controls the display of an advertisement in an area of the display screen where at least one of a menu bar, tool bar, location bar, and/or browser logo of the web browser are to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or browser logo,

wherein the server stores a plurality of advertisements and transmits at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals, and

wherein the advertisement is not displayed, but the at least one of the menu bar, tool bar, location bar, and/or browser logo are displayed when the cursor is located in the area of the

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display screen where the at least one of the menu bar, tool bar, location bar, and/or browser logo are to be displayed.

5. (CANCELED) The advertising system of claim 3, wherein the server stores a plurality of advertisements and transmits at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals.

6. (CANCELED) The advertising system of claim 3, wherein the advertisement is not displayed, but the at least one of the menu bar, tool bar, location bar, and/or browser logo are displayed when the cursor is located in the area of the display screen where the at least one of the menu bar, tool bar, location bar, and/or browser logo are to be displayed.

7. (CANCELED) The advertising system of claim 3, wherein the browser logo is a unique symbol of a specific web browser producing company.

8. (CURRENTLY AMENDED) An advertising method using a web browser in a system comprising a client PC, a server, and a network connecting the client PC and the server, the advertising method comprising:

detecting whether the web browser has been activated in the client PC;

displaying an advertisement, in an area of a display screen of the browser for displaying at least one of a menu bar, a tool bar, a location bar, and/or a logo of the browser, instead of the at least one of the menu bar, the tool bar, the location bar, and/or the logo of the web browser when the web browser is being displayed and when a cursor is detected to be positioned in a text box of the web browser, outside of the area of the display screen for displaying the at least one of the menu bar, the tool bar, the location bar, and/or the logo of the browser; and

displaying at least one of the menu bar, the tool bar, the location bar, and/or the logo of the web browser, instead of the advertisement, when the web browser is being displayed and the cursor is detected to be positioned in the area of the display screen for displaying the at least one of the menu bar, the tool bar, the location bar, and/or the logo of the web browser; and

receiving an advertisement update from the server at a request of the client PC or at predetermined time intervals.

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9. (CANCELED) The advertising method of claim 8, further comprising receiving the advertisement update from the server at a request of the client PC or at predetermined time intervals.

10. (CANCELED) The advertising method of claim 8, wherein the server checks a period of time consumed, for the client PC, for use of the web browser to pay an amount of money to a user of the client PC, in proportion to the checked consumed period of time.

11. (CANCELED) The advertising method of claim 10, wherein the checked consumed period of time corresponds to a duration for which the advertisement is displayed on the web browser.

12. (CANCELED) The advertising system of claim 4, wherein the server stores a plurality of advertisements and transmits at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals.

13. (CANCELED) The advertising system of claim 4, wherein the advertisement is not displayed, but the at least one of the menu bar, tool bar, location bar, and/or browser logo are displayed when the cursor is located in the area of the display screen where the at least one of the menu bar, tool bar, location bar, and/or browser logo are to be displayed.

14. (CANCELED) The advertising system of claim 4, wherein the browser logo is a unique symbol of a specific web browser producing company.

15. (CANCELED) The advertising method of claim 9, wherein the server checks a period of time consumed, for the client PC, for use of the web browser to pay an amount of money to a user of the client PC, in proportion to the checked consumed period of time.